



# Jennifer K. Ash

Jennifer K. Ash is Chairman of the Board and CEO of Tomco Tool & Die, Inc., makers of fine automotive tooling since 1971. Based in Belding, Michigan, this family generated business designs and builds metal stamping dies of the highest quality and is a ISO 9001:2000 certified company. Clients include: Ford, Daimler/Chrysler, General Motors, BMW, Toyota and Nissan, to mention a few. Most notably, Tomco is regarded as experts in tackling difficult parts, challenging and complicated tooling other die shops fear to build.

Ms. Ash became actively involved in Tomco, now 95 employees strong, when in 1998 the former CEO retired and management changes ensued. Today, Tomco's in-house design department utilizes the latest CAD 3-D modeling systems and has incorporated OPTRIS forming simulation software for virtual press tryout before any tooling starts on the floor.

A maverick with a penchant for new ideas, Ms. Ash has actively pursued new technologies. In 2001, Tomco became a licensee of Ford Global Technologies, Inc.'s Rapid Tooling process referred to as "Sprayform." Her vision for her company and her staff is progressive, determined and aimed at staying miles ahead in today's global tooling trade. She endeavors to instill in her work force the passion to create the next avenues of die building using futuristic materials stronger than those available at market today.

Both free spirited and a spirited entrepreneur, her diverse career has led her into public relations, advertising, production of special events, and to open her own agency, Jennifer Ash Productions, in Los Angeles during the 1980's. In addition, she has also worked as a freelance columnist and journalist, as well as a reporter for Life Magazine; her articles and essays reflect a cache of timeliness.

Ms. Ash received her B.S. in Psychology from Grand Valley University in Michigan, and her M.A. in Writing from Manhattanville College in New York. Additionally, she has taken business classes at Columbia University in New York City.

Her interests include the cultural arts, learning, adventure, fashion, and fitness. Her club is the Sports Club/L.A., New York. A member of the NTMA, CAMTI, SME and The Foresight Institute, Ms. Ash was invited to join the New York chapter of the international CEO Clubs

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